# INGLÉS EMPRESARIAL

| UNIT 11 | Cash flow statement | 1 Dec. 2016 |
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| | APELLIDOS:<br>NOMBRE:<br>DNI / PASAPORTE:<br>CORREO ELECTRÓNICO: | **Marketing**<br>**Job application**<br>HOJA: 1 / |

"Many of life's failures are people who did not realize how close they were to success when they gave up." Thomas A. Edison.

**11.1.** Watch the videos on cash flow statements.

*a*) Describe the three components of the structure of the cash flow statement.

*b*) Explain the difference between the direct method and the indirect method. Which one, if any, is better?

*c*) Outline the interrelationships between the different financial statements.

**11.2.** Watch the video about the marketing mix. Then copy all the questions that the accompanying article lists under each of the 4Ps.

**11.3.** Write a short paragraph about your professional goals.

**11.4.** Suppose you want to apply for a job.

*a*) What advice does the video "How to write a great resume and cover letter" give you?

*b*) Create your Europass Curriculum Vitae (CV). **(Use the template. This is the only task that you should do by typing. Everything else should be hand written.)**

*c*) Write the corresponding cover letter. (You may find examples on the Internet and adapt them to your own case.)

**11.5.** By the end of this week your glossary should already have 385-550 terms.

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